

The VHF Network Advantage
Comparison of VHF Networks to UHF Networks

Designated Market Area (DMA) ¹	DMA Rank	Audience Share ²		
		ABC	NBC	CBS
		(Percent)		
Hartford & New Haven	26	16 %	12 %	20 %
San Diego	27	16	15	14
Charlotte	28	21	9	21
Kansas City	31	21	12	20
Raleigh-Durham	32	23	7	24
W. Palm Beach-Ft. Pierce	45	11	21	18
Louisville	50	22	19	20
Birmingham	51	31	19	8
Dayton	53	20	11	27
Jacksonville	55	12	17	27
Flint-Saginaw-Bay City	60	21	28	10
Toledo	64	12	20	26
Austin	65	18	15	22
Champaign & Springfield-Decatur	78	17	16	26
Springfield, MO	80	9	25	23
Madison	85	16	14	24
Columbia, SC	87	13	30	18
Ft. Myers-Naples	89	13	21	25
Jackson, MS	90	14	24	21
Johnstown-Altoona	91	6 ³	24	21
Burlington-Plattsburgh	92	7	14	27
Evansville	95	19	21	20
Baton Rouge	96	20	12	26
Savannah	102	11	17	28
Lansing	106	10	26	16
Augusta	108	21	11	26
Tyler-Longview (Lufkin & Nacogdoches)	110	32	12	--
Montgomery	111	10	29	19
Harlingen-Weslaco-Brownsville-McAllen	113	19	10	19
Monterey-Salinas	115	12	23	11
Tallahassee-Thomasville	116	11	5	38
Eugene	117	16	10	22
Ft. Smith	118	21	10	25
Traverse City-Cadillac	119	12	16	31
Columbus, GA	122	28	6	18
Macon	124	12	8	36
Chico-Redding	126	17	16	18
Florence-Myrtle Beach	127	14	--	35
Columbus-Tupelo-West Point	132	9	30	23
La Crosse-Eau Claire	135	17	25	19
Rockford	137	20	18	21
Erie	141	22	23	23
Topeka	142	13	16	25

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Designated Market Area (DMA) ¹	DMA Rank	Audience Share ²		
		ABC	NBC	CBS
		----- (Percent) -----		
Sioux City	143	23	27	10
Terre Haute	144	8	18	31
Joplin-Pittsburg	147	20	20	26
Binghamton	148	10	12	36
Columbia-Jefferson City	149	13	24	27
Lubbock	152	18	21	18
Minot-Bismarck-Dickinson	153	7 ³	34	26
Abilene-Sweetwater	160	21	16	25
Utica	166	14	28	--
Hattiesburg-Laurel	169	--	33	15 ³
Watertown	171	10	--	38
Alexandria, LA	172	10	34	--
Dothan	173	13	--	30
Rapid City	174	32	14	8 ³
Missoula	176	11	25	24
Greenwood-Greenville	177	24	--	21
Meridian	181	38	9	9
Great Falls	183	21	12	28
Eureka	189	8 ³	19	16
Butte	191	8 ⁴	17	31
Cheyenne-Scottsbluff-Sterling	193	--	3 ³	20
San Angelo	195	7 ⁵	9 ³	35

☐ denotes UHF stations
 -- not applicable

¹ This table includes DMAs that at have at least one VHF and at least one UHF network affiliate. DMAs with more than one affiliate of a particular network were excluded.

² Audience Share represents the 6AM to 2AM Monday-Sunday weekly average.

³ Satellite station.

⁴ Low power television station (LPTV).

⁵ Translator station.

Source: National Association of Broadcasters, *The Television Industry: 1995 Television Market-By-Market Review*.



The VHF Independent Advantage
Comparison of VHF Independents to UHF Independents¹

New York	1	WPIX-11	10 %
		WWOR-9	9
		WHAI-43	0
		WTBY-54	0
		WLIG-55	0
		WTZA-62	0
		WMBC-63	0
		WHSE-68	0
Los Angeles	2	KTLA-5	10 %
		KCAL-9	7
		KCOP-13	7
		KWHY-22	1
		KDOC-56	1
		KSCI-18	0
		KZKI-30	0
		KTBN-40	0
		KHSC-46	0
		KRCA-62	0
		KHIZ-64	0
Chicago	3	WGN-9	11 %
		WPWR-50	6
		WGBO-66	3
		WCIU-26	1
		WWTO-35	0
		WCFC-38	0
		WEHS-60	0
		WJYS-62	0
Dallas-Ft. Worth	8	KTVT-11	8 %
		KTXA-21	6
		KXTX-39	3
		KDFI-27	3
		KMPX-29	0
		KTAQ-47	0
		KHSX-49	0
		KLDT-55	0
		KDTX-58	0
Seattle-Tacoma	12	KSTW-11	7 %
		KTZZ-22	3
		KVOS-12	1
		KTBW-20	0
		KCWT-27	0

The VHF Independent Advantage
Comparison of VHF Independents to UHF Independents¹

		KBGE-33	0
Minneapolis-St. Paul	14	KMSP-9	11 %
		KLGT-23	2
		KXLI-41	0
		KVBM-45	0
Denver	18	KWGN-2	8 %
		KTVD-20	5
		KSBS-24	0
		KRMT-41	0
		KWHD-53	0
Phoenix	19	KUTP-45	8 %
		KUSK-7	0
		KKTM-13	0
		KPAZ-21	0
St. Louis	20	KPLR-11	11 %
		KNLC-24	0
		WHSL-46	0
Indianapolis	24	WTTV-4	8 %
		WNDY-23	3
		WHMB-40	1
		WCLJ-42	0
		WIIB-63	0
Portland, OR	25	KPTV-12	10 %
		KBSP-22	0
		KNMT-24	0
		KEBN-32	0
San Diego	27	KUSI-51	7 %
		KTYY-69	3
		KBNT-19 ⁴	1
		XEWT-12 ⁵	0
Salt Lake City	37	KJZZ-14	4 %
		KSGI-4	0
		KOOG-30	0
Albuquerque-Santa Fe	49	KCHF-11	0 %
		KNAT-23	0
		KRPV-27	0

The VHF Independent Advantage
Comparison of VHF Independents to UHF Independents¹

		KHFT-29	0
Honolulu	69	KFVE-5	4 %
		KIKU-20	2
		KBFD-32	1
		KWHE-14	0
		KOBN-26	0
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon	77	WCEE-13	0 %
		WTCT-27	0
Harlingen-Weslaco-Brownsville-McAllen	113	KNVO-48	15 %
		XERV-9 ⁵	8
		XHAB-7 ⁵	4
		XRIO-2 ⁵	2
Anchorage	156	KYES-5	3 %
		KDMD-33	0

denotes UHF stations

The VHF Independent Advantage
Comparison of VHF Independents to UHF Independents¹

¹ Only those stations designated "IND" in source are included.

² This table includes DMAs that have at least one UHF and at least one VHF station.

³ Audience Share represents the 6AM to 2AM Monday-Sunday weekly average.

⁴ Low power television station (LPTV).

⁵ City of license is in Mexico.

Source: National Association of Broadcasters, *The Television Industry: 1995 Market-By-Market Review*.



Contour Overlap in Selected Hypothetical Markets

<u>DMA Rank</u>	<u>DMA</u>	<u>Stations without Overlap of Grade B Contours</u>	<u>Stations without Overlap of Grade A Contours</u>
1	New York, NY	WMBC + WLIG WMBC + WHSI WMBC + WHAI	WTZA + WHSE ¹ WTZA + WWOR WTZA + WLIG WTZA + WHSI WTZA + WCBS WTZA + WNBC WTZA + WNYW WTZA + WMBC WTZA + WXTV ¹ WTZA + WABC WMBC + WHAI WMBC + WLIG WMBC + WHSI
11	Houston, TX	None	None
21	Sacramento-Stockton, CA	None	None
31	Kansas City, MO	None	None
41	New Orleans, LA	None	None
51	Birmingham, AL	None	None
61	Mobile, AL-Pensacola, FL	None	WFGX + WEAR ¹ WFGX + WKRG WFGX + WALA
71	Rochester, NY	None	None
81	Tucson (Nogales), AZ	None	None
91	Johnstown-Altoona, PA	None	WWCP + WATM

¹ Grade A Contours may overlap slightly.

² The map of KCAN's Grade A and Grade B Contours is not available.

Source: *Television & Cable Factbook*, 1994.



Herfindahl-Hirschman Index Calculated from Audience Shares
New York, NY
DMA Ranking 1

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹</u> ---(Percent)---	<u>1994 Adjusted Share²</u> [(d)/111]	<u>HHI³</u> [(e) ²] (f)
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
WABC	ABC	New York	7	18.0 %	16.2 %	263
WNBC	NBC	New York	4	15.0	13.5	183
WCBS	CBS	New York	2	12.0	10.8	117
WNYW	FOX	New York	5	12.0	10.8	117
WPIX	IND	New York	11	10.0	9.0	81
WWOR	IND	Secaucus	9	9.0	8.1	66
WNET	PBS	New York - Newark	13	3.0	2.7	7
WXTV	UNI	Paterson	41	2.0	1.8	3
WLJW	PBS	Garden City	21	1.0	0.9	1
WNJU	TEL	Linden	47	1.0	0.9	1
WNYE	PBS	New York	25	0.0	0.0	0
WNYC	PBS	New York	31	0.0	0.0	0
WHAI	IND	Bridgeport	43	0.0	0.0	0
WTBY	IND	Poughkeepsie	54	0.0	0.0	0
WLIG	IND	Riverhead	55	0.0	0.0	0
WTZA	IND	Kingston	62	0.0	0.0	0
WMBC	IND	Newton, NJ	63	0.0	0.0	0
WHSE	IND	Newark	68	0.0	0.0	0
Sub-Total				83.0	74.8	
Cable:						
Time Warner				7.3 %	6.6 %	43
Cablevision Systems				5.8	5.2	27
TCI				3.4	3.1	10
Maclean Hunter				1.7	1.5	2
Comcast Cable				1.0	0.9	1
Adelphia Communications				0.6	0.5	0
Sammons Communications				0.6	0.6	0
C-TEC Cable Systems				0.6	0.5	0
Colony Communications				0.4	0.3	0
Continental Cablevision				0.4	0.3	0
Cablevision Industries				0.3	0.3	0
Vision Cable Comm.				0.3	0.3	0
Crown Media				0.3	0.3	0
Sutton Capital Group				0.3	0.3	0
Service Electric Cablevision				0.2	0.2	0
US Cable Corp.				0.1	0.1	0
Other Cable Systems ⁴				4.8	4.3	0
Sub-Total				28.0 ⁵	25.2	
Total: Broadcast and Cable				111.0 % ⁶	100.0 %	923

Note: numbers may not add due to rounding.

Herfindahl-Hirschman Index Calculated from Audience Shares
New York, NY
DMA Ranking 1

- ¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (28 percent) multiplied by its share of ADI cable households.
- ² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.
- ³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.
- ⁴ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.
- ⁵ Cable Sub-Total is calculated as Total Broadcast and Cable Audience Share minus Broadcast Sub-Total.
- ⁶ Total Broadcast and Cable 1994 Audience Share for the DMA is calculated as:
$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$
or 83 x [103.77]. Total Audience Share may be greater than 100% because of multi-set viewing.

Sources: National Association of Broadcasters, *The Television Industry 1995 Market-By-Market Review*, pp. 270 - 273.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76.
Television & Cable Factbook, 1994, pp. I-18 - I-19
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
Houston, TX
DMA Ranking 11

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹</u>	<u>1994 Adjusted Share²</u>	<u>HHI³</u>
				<u>—(Percent)—</u>		
					<u>[(d)/119.1]</u>	<u>[(e)²]</u>
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
KTRK	ABC	Houston	13	19.0 %	16.0 %	255
KHOU	CBS	Houston	11	17.0	14.3	204
KPRC	NBC	Houston	2	13.0	10.9	119
KRIV	FOX	Houston	26	12.0	10.1	102
KTXH	IND	Houston	20	9.0	7.6	57
KITV	IND	Houston	39	6.0	5.0	25
KXLN	UNI	Rosenberg	45	5.0	4.2	18
KUHT	PBS	Houston	8	4.0	3.4	11
KTMD	TEL	Galveston	48	2.0	1.7	3
KTFH	IND	Conroe	49	1.0	0.8	1
KNWS	IND	Katy	51	1.0	0.8	1
KETH	PBS	Houston	14	0.0	0.0	0
KLTJ	PTV	Galveston	22	0.0	0.0	0
KVVV	IND	Baytown	57	0.0	0.0	0
KHSI	IND	Alvin	67	0.0	0.0	0
Sub-Total				89.0	74.8	
Cable:						
Time Warner				9.3 %	7.8 %	61
Prime Cable				4.4	3.7	14
Comcast Cable				2.1	1.8	3
TCI				1.8	1.5	2
Other Cable Systems ⁴				12.4	10.5	0
Sub-Total				30.1 ⁵	25.2	
Total: Broadcast and Cable				119.1 % ⁶	100.0 %	875

Note: numbers may not add due to rounding.

¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (30.1 percent) multiplied by its share of ADI cable households.

² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.

³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.

⁴ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.

⁵ Cable Sub-Total is calculated as Total Broadcast and Cable Audience Share minus Broadcast Sub-Total.

Herfindahl-Hirschman Index Calculated from Audience Shares
Houston, TX
DMA Ranking 11

^o Total: Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$

or $89 \times [103/77]$. Total Audience Share may be greater than 100% because of multi-set viewing

Sources: National Association of Broadcasters, *The Television Industry 1995 Market-By-Market Review*, pp. 180 - 181.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76.
Television & Cable Factbook, 1994, pp. I-18 - I-19.
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
Sacramento-Stockton-Modesto, CA
DMA Ranking 21

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹</u> ----(Percent)----	<u>1994 Adjusted Share²</u> [(d)/103]	<u>HHI³</u> [(e) ²]
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
KCRA	NBC	Sacramento	3	21.0 %	20.4 %	416
KXTV ⁴	CBS	Sacramento	10	14.0	13.6	185
KOVR	ABC	Stockton	13	14.0	13.6	185
KTXL	FOX	Sacramento	40	12.0	11.7	136
KPWB	IND	Sacramento	31	7.0	6.8	46
KVIE	PBS	Sacramento-Stockton	6	4.0	3.9	15
KSCH	IND	Stockton	58	4.0	3.9	15
KCSO	UNI	Modesto	19	1.0	1.0	1
KCMY	IND	Sacramento	29	0.0	0.0	0
KFTL	IND	Stockton	64	0.0	0.0	0
Sub-Total				77.0	74.8	
Cable:						
Scripps Howard				8.2 %	8.0 %	63
Continental Cablevision				3.8	3.7	14
Post-Newsweek Cable				2.0	2.0	4
InterMedia Partners				1.4	1.3	2
Sammons Communications				1.0	0.9	1
Other Cable Systems ⁵				9.6	9.3	0
Sub-Total				26.0 ⁶	25.2	
Total: Broadcast and Cable				103.0 %	100.0 %	1,082

Note: numbers may not add due to rounding.

¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (26 percent) multiplied by its share of ADI cable households.

² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.

³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.

⁴ KXTV will switch to ABC and KOVR to CBS effective March 1995.

⁵ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.

⁶ Cable Sub-Total is calculated as Total: Broadcast and Cable Audience Share minus Broadcast Sub-Total.

Herfindahl-Hirschman Index Calculated from Audience Shares
Sacramento-Stockton-Modesto, CA
DMA Ranking 21

Total: Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$

or $77 \times [103/77]$. Total Audience Share may be greater than 100% because of multi-set viewing.

Sources: National Association of Broadcasters, *The Television Industry: 1995 Market-By-Market Review*, pp. 332 - 333.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76
Television & Cable Factbook, 1994, pp. I-18 - I-19
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
Kansas City, MO
DMA Ranking 31

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹</u> -----(Percent)----	<u>1994 Adjusted Share²</u> [(d)/103] (e)	<u>HHI³</u> [(e) ²] (f)
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
KMBC	ABC	Kansas City	9	21.0 %	20.4 %	416
KCTV	CBS	Kansas City	5	20.0	19.4	377
WDAF ⁴	FOX	Kansas City	4	12.0	11.7	136
KSHB ⁴	NBC	Kansas City	41	12.0	11.7	136
KSMO	IND	Kansas City	62	8.0	7.8	60
KCPT	PBS	Kansas City	19	3.0	2.9	8
KYFC	IND	Kansas City	50	1.0	1.0	1
KMCI	IND	Lawrence	38	0.0	0.0	0
Sub-Total				77.0	74.8	
Cable:						
Time Warner				9.3 %	9.1 %	82
TeleCable Corp.				4.4	4.3	18
Jones Intercable				4.0	3.9	15
Other Cable Systems ⁵				8.3	8.0	0
Sub-Total				26.0 ⁶	25.2	
Total: Broadcast and Cable				103.0 % ⁷	100.0 %	1,249

Note: numbers may not add due to rounding.

- ¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (26 percent) multiplied by its share of ADI cable households.
- ² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.
- ³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.
- ⁴ WDAF switched to Fox and KSHB to NBC effective September 1994.
- ⁵ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.
- ⁶ Cable Sub-Total is calculated as Total: Broadcast and Cable Audience Share minus Broadcast Sub-Total.

Herfindahl-Hirschman Index Calculated from Audience Shares
Kansas City, MO
DMA Ranking 31

⁷ Total: Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$

or $77 \times [103/77]$. Total Audience Share may be greater than 100% because of multi-set viewing.

Sources: National Association of Broadcasters, *The Television Industry: 1995 Market-By-Market Review*, pp. 200 - 201.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76.
Television & Cable Factbook, 1994, pp. 1-18 - 1-19.
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
New Orleans, LA
DMA Ranking 41

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹ ----(Percent)----</u>	<u>1994 Adjusted Share² [(d)/105.7]</u>	<u>HHI³ [(e)²] (f)</u>
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
WWL	CBS	New Orleans	4	29.0 %	27.4 %	753
WDSU	NBC	New Orleans	6	15.0	14.2	201
WVUE ⁴	ABC	New Orleans	8	13.0	12.3	151
WNOL ⁴	FOX	New Orleans	38	10.0	9.5	90
WGNO	IND	New Orleans	26	9.0	8.5	73
WYES	PBS	New Orleans	12	3.0	2.8	8
WLAE	PBS	New Orleans	32	0.0	0.0	0
WHNO	IND	New Orleans	20	0.0	0.0	0
WCCL	IND	New Orleans	49	0.0	0.0	0
Sub-Total				79.0	74.8	
Cable:						
Cox Cable				19.6 %	18.5 %	343
Cablevision Industries				3.1	2.9	9
Other Cable Systems ⁵				4.0	3.8	0
Sub-Total				26.7 ⁶	25.2	
Total: Broadcast and Cable				105.7 % ⁷	100.0 %	1,628

Note: numbers may not add due to rounding.

- ¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (26.7 percent) multiplied by its share of ADI cable households.
- ² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.
- ³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares
- ⁴ WVUE will switch to Fox and WNOL to IND effective September 1995.
- ⁵ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.
- ⁶ Cable Sub-Total is calculated as Total: Broadcast and Cable Audience Share minus Broadcast Sub-Total.

Herfindahl-Hirschman Index Calculated from Audience Shares
New Orleans, LA
DMA Ranking 41

Total: Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$

or $79 \times [103/77]$. Total Audience Share may be greater than 100% because of multi-set viewing.

Sources: National Association of Broadcasters, *The Television Industry: 1995 Market-By-Market Review*, pp. 268 - 269.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76.
Television & Cable Factbook, 1994, pp. I-18 - I-19.
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
Birmingham, AL
DMA Ranking 51

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹ ——(Percent)——</u>	<u>1994 Adjusted Share² [(d)/95]</u>	<u>HHI³ [(e)²]</u>
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
WBRC ⁴	ABC	Birmingham	6	31.0 %	32.6 %	1,065
WVTM	NBC	Birmingham	13	19.0	20.0	400
WTTO	FOX	Birmingham	21	10.0	10.5	111
WBMG	CBS	Birmingham	42	8.0	8.4	71
WBIQ	PBS	Birmingham	10	2.0	2.1	4
WABM	IND	Birmingham	68	1.0	1.1	1
WTJP	IND	Gadsden	60	0.0	0.0	0
Sub-Total				71.0	74.8	
Cable:						
Time Warner				5.2 %	5.5 %	30
Crown Media				5.1	5.4	29
Comcast Cable				1.4	1.5	2
TCI				1.4	1.5	2
Other Cable Systems ⁵				10.8	11.3	0
Sub-Total				24.0 ⁶	25.2	
Total: Broadcast and Cable				95.0 % ⁷	100.0 %	1,717

Note: numbers may not add due to rounding.

¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (24 percent) multiplied by its share of ADI cable households.

² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.

³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.

⁴ WBRC switched to Fox effective March 1995.

⁵ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.

⁶ Cable Sub-Total is calculated as Total: Broadcast and Cable Audience Share minus Broadcast Sub-Total.

Herfindahl-Hirschman Index Calculated from Audience Shares
Birmingham, AL
DMA Ranking 51

Total: Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$

or $71 \times [103/77]$. Total Audience Share may be greater than 100% because of multi-set viewing.

Sources: National Association of Broadcasters, *The Television Industry: 1995 Market-By-Market Review*, pp. 44 - 45.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76.
Television & Cable Factbook, 1994, pp. I-18 - I-19.
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
Mobile, AL-Pensacola, FL
DMA Ranking 61

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹ —(Percent)—</u>	<u>1994 Adjusted Share² [(d)/97.6]</u>	<u>HHI³ [(e)²]</u>
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
WKRG	CBS	Mobile	5	20.0 %	20.5 %	419
WEAR	ABC	Pensacola	3	19.0	19.5	379
WALA ⁴	NBC	Mobile	10	19.0	19.5	379
WPMI ⁴	FOX	Mobile	15	9.0	9.2	85
WJTC	IND	Pensacola	44	3.0	3.1	9
WMPV	IND	Mobile	21	1.0	1.0	1
WSRE	PBS	Pensacola	23	1.0	1.0	1
WEIQ	PBS	Mobile	42	1.0	1.0	1
WHBR	IND	Pensacola	33	0.0	0.0	0
WFGX	IND	Fort Walton Beach	35	0.0	0.0	0
WPAN	IND	Fort Walton Beach	53	0.0	0.0	0
Sub-Total				73.0	74.8	
Cable:						
Cox Cable				11.9 %	12.2 %	148
Cablevision Systems				6.7	6.9	48
Comcast Cable				5.1	5.2	27
Other Cable Systems ⁵				1.0	1.0	0
Sub-Total				24.6 %	25.2	
Total: Broadcast and Cable				97.6 %	100.0 %	1,497

Note: numbers may not add due to rounding.

¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (24.6 percent) multiplied by its share of ADI cable households.

² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.

³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.

⁴ WALA will switch to Fox and WPMI to NBC effective March 1995.

⁵ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.

⁶ Cable Sub-Total is calculated as Total Broadcast and Cable Audience Share minus Broadcast Sub-Total.

Herfindahl-Hirschman Index Calculated from Audience Shares
Mobile, AL-Pensacola, FL
DMA Ranking 61

Total: Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$

or $73 \times [103/77]$ Total Audience Share may be greater than 100% because of multi-set viewing.

Sources: National Association of Broadcasters, *The Television Industry 1995 Market-By-Market Review*, pp. 258 - 259.
Broadcasting & Cable Yearbook, 1994, pp. D3-D64 and D76
Television & Cable Factbook, 1994, pp. I-18 - I-19.
Cable Advertising Bureau, *1995 Cable TV Facts*, pp. 20 - 21.

Herfindahl-Hirschman Index Calculated from Audience Shares
Rochester, NY
DMA Ranking 71

<u>Call Letters</u>	<u>Affiliation</u>	<u>City of License</u>	<u>Channel</u>	<u>1994 Audience Share¹ ----(Percent)----</u>	<u>1994 Adjusted Share² ----(d)/103]----</u>	<u>HHI³ [(e)²] (f)</u>
	(a)	(b)	(c)	(d)	(e)	(f)
Broadcast:						
WOKR	ABC	Rochester	13	22.0 %	21.4 %	456
WHEC	NBC	Rochester	10	20.0	19.4	377
WROC	CBS	Rochester	8	19.0	18.4	340
WUHF	FOX	Rochester	31	12.0	11.7	136
WXXI	PBS	Rochester	21	4.0	3.9	15
Sub-Total				77.0	74.8	
Cable:						
Time Warner				19.4 %	18.9 %	355
Cablevision Industries				4.7	4.5	20
Other Cable Systems ⁴				1.9	1.9	0
Sub-Total				26.0 ⁵	25.2	
Total: Broadcast and Cable				103.0 % ⁶	100.0 %	1,700

Note: numbers may not add due to rounding.

- ¹ 1994 Share for Broadcast TV represents the 6 AM to 2AM Monday-Sunday weekly average audience share. We assume the audience share for each cable system equals the total cable audience share (26 percent) multiplied by its share of ADI cable households.
- ² 1994 Adjusted Share represents the subject station's 1994 Audience Share as a percentage of the aggregate shares of all stations in the market.
- ³ Herfindahl-Hirschman Index (HHI) is calculated by squaring each station's Adjusted Share and summing the squared shares.
- ⁴ For the HHI calculation, the share attributed to each of these unknown cable systems is assumed to be smaller than the smallest listed system. The sum of the squared shares of these Other Cable Systems is, therefore, zero.
- ⁵ Cable Sub-Total is calculated as Total Broadcast and Cable Audience Share minus Broadcast Sub-Total.
- ⁶ Total Broadcast and Cable 1994 Audience Share for the DMA is calculated as:

$$\text{DMA Broadcast Sub-Total} \times \frac{\text{National broadcast and cable audience share}}{\text{National broadcast audience share}}$$
or $77 \times [103/77]$. Total Audience Share may be greater than 100% because of multi-set viewing.